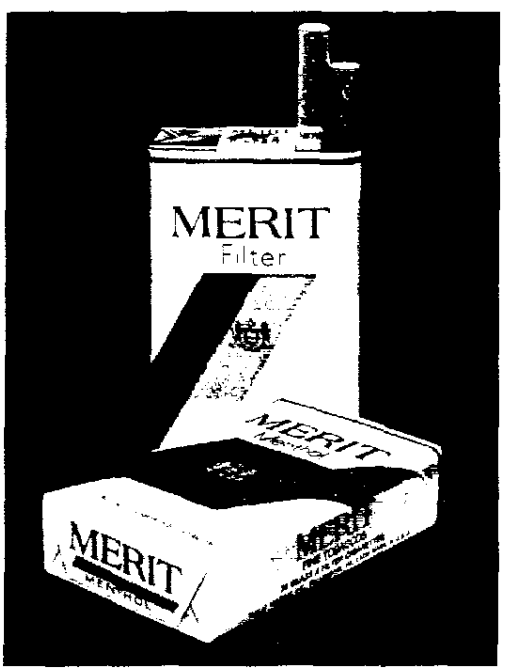
Expect Taste.

MERIT, the 'Enriched Flavor' cigarette, delivers a taste bonus that comes across loud and clear.



A good measure of tobacco flavor. You taste it the moment you light up and you keep tasting it with every puff you take.

That's 'Enriched Flavor'™ smoking.

Taste way out of proportion to tar. If you smoke for flavor, you'll know. MERIT.

We made it for you.

Nothing halfway about it.

MERIT

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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7 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Dec.'81

Source: https://www.industrydocuments.ucsf.edu/docs/xlnj0004